

## ORDER



Orders	Order / Rev:	105643
	Alt Order #:	06843574
	Product Desc:	RESTORE OUR FUTURE
	Estimate:	548
	Flight Dates:	08/21/12 - 08/27/12
	Original Date / Rev:	08/17/12 / 08/17/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

<b>Agency</b>	<b>Name:</b>	<b>Mentzer Media Services, Inc.</b>
	Buying Contact:	
	Billing Contact:	
		600 Fairmont Ave.
		Towson, MD 21286

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Restore Our Future
	Demographic:	A35+
	Product Codes:	PLI2
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PISSUE, GEN

New Business Thru: \_\_\_\_\_  
Order Separation: 00:15:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	99	\$91,350.00	\$77,647.50
08/27/12	08/27/12	18	\$15,775.00	\$13,408.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	99	\$91,350.00	\$77,647.50	0.00
September 2012	18	\$15,775.00	\$13,408.75	0.00
<b>Totals</b>	<b>117</b>	<b>\$107,125.00</b>	<b>\$91,056.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

KSNV	32%	\$107,125.00
Market	100%	\$334,765.62

## Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$120,515.62
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	14%	\$46,867.19
KTUD	0%	\$0.00
KVVU	10%	\$33,476.56
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$26,781.25

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/21/12	08/24/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	GM	6-7a	-TWTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
WAKE UP															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/21/12	08/24/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	- TWTF - -	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	- TWTF - -	4		\$1,000.00		0.00						
E 2	KSNV	08/21/12	08/24/12	Today Show Today Show	CM	658a-9am	- TWTF - -	:30	8	\$1,500.00	1	0.00	NM	8	\$12,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	- TWTF - -	8		\$1,500.00		0.00						
E 3	KSNV	08/21/12	08/24/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	- TWTF - -	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	- TWTF - -	4		\$900.00		0.00						
E 4	KSNV	08/21/12	08/24/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	- TWTF - -	:30	8	\$450.00	1	0.00	NM	8	\$3,600.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	- TWTF - -	8		\$450.00		0.00						
E 5	KSNV	08/21/12	08/24/12	Rachael Ray Rachael Ray	CM	11am-12pm	- TWTF - -	:30	6	\$325.00	1	0.00	NM	6	\$1,950.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	- TWTF - -	6		\$325.00		0.00						
E 6	KSNV	08/21/12	08/24/12	Noon News Noon News	CM	12-1230pm	- TWTF - -	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	- TWTF - -	4		\$425.00		0.00						
E 7	KSNV	08/21/12	08/24/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	- TWTF - -	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	- TWTF - -	4		\$700.00		0.00						
E 8	KSNV	08/21/12	08/24/12	M-F Early News M-F Early News	CM	5-630p	- TWTF - -	:30	8	\$1,200.00	1	0.00	NM	8	\$9,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	- TWTF - -	8		\$1,200.00		0.00						
E 9	KSNV	08/21/12	08/24/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	- TWTF - -	:30	8	\$1,300.00	1	0.00	NM	8	\$10,400.00
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	- TWTF - -	8		\$1,300.00		0.00						
E 10	KSNV	08/21/12	08/24/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	- TWTF - -	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	- TWTF - -	4		\$1,000.00		0.00						
E 11	KSNV	08/21/12	08/24/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	- TWTF - -	:30	8	\$1,100.00	1	0.00	NM	8	\$8,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	- TWTF - -	8		\$1,100.00		0.00						
E 12	KSNV	08/21/12	08/24/12	The Tonight Show Tonight Show	CM	1135p-1237a	- TWTF - -	:30	8	\$750.00	1	0.00	NM	8	\$6,000.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	- TWTF - -	8		\$750.00		0.00						
E 13	KSNV	08/25/12	08/25/12		CM	6a-7a	- - - - - S -	:30	2	\$350.00	1	0.00	NM	2	\$700.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
News 3 Sunrise - SATURDAY															
News 3 Sunrise SATURDAY															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S-					2	\$350.00		0.00			
E 14	KSNV	08/25/12	08/25/12	Saturday Today	CM	7a-9am	-----S-	:30	4	\$625.00	1	0.00	NM	4	\$2,500.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S-					4	\$625.00		0.00			
E 15	KSNV	08/25/12	08/25/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	2	\$650.00	1	0.00	NM	2	\$1,300.00
Sa-Su Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S-					2	\$650.00		0.00			
E 16	KSNV	08/25/12	08/25/12	Weekend Jeopardy/Wheel	CM	630-730pm	-----S-	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
WKND Jeop/Wheel															
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S-					2	\$500.00		0.00			
E 17	KSNV	08/25/12	08/25/12	To the Point - PM	CM	730-758pm	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
To the Point															
TO THE POINT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S-					1	\$375.00		0.00			
E 18	KSNV	08/25/12	08/25/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
Sa-Su News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S-					1	\$1,100.00		0.00			
E 19	KSNV	08/26/12	08/26/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	:30	3	\$325.00	1	0.00	NM	3	\$975.00
News 3 Sunrise SUNDAY															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					3	\$325.00		0.00			
E 20	KSNV	08/26/12	08/26/12	Sunday Today	CM	7a-8am	-----S	:30	2	\$625.00	1	0.00	NM	2	\$1,250.00
Sunday Today															
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					2	\$625.00		0.00			
E 21	KSNV	08/26/12	08/26/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
Chris Matthews SUN 9:30am															
CHRIS MATHEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					1	\$500.00		0.00			
E 22	KSNV	08/26/12	08/26/12	News 3 Live in Prime	CM	7-10pm	-----S	:30	2	\$650.00	1	0.00	NM	2	\$1,300.00
News 3 in Prime															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					2	\$650.00		0.00			
E 23	KSNV	08/26/12	08/26/12	NFL Football	CM	1P-9PM	-----S	:30	2	\$5,000.00	1	0.00	NM	2	\$10,000.00
NFL Football															
NFL PRE-SEASON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					2	\$5,000.00		0.00			
E 24	KSNV	08/26/12	08/26/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
Sa-Su News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					1	\$1,100.00		0.00			
E 25	KSNV	08/26/12	08/26/12		CM	Sun 1135p-1200a	-----S	:30	2	\$400.00	1	0.00	NM	2	\$800.00

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**KSNV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sports Night in Las Vegas											
				Sports Night in Las Vegas											
				SPORTS/VEGAS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S		2			\$400.00			0.00			
E 26	KSNV	08/27/12	08/27/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
				WAKE UP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1			\$1,000.00			0.00			
E 27	KSNV	08/27/12	08/27/12	Today Show	CM	658a-9am	M-----	:30	1	\$1,500.00	1	0.00	NM	1	\$1,500.00
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1			\$1,500.00			0.00			
E 28	KSNV	08/27/12	08/27/12	M-F Today Show II 3rd Hour	CM	9-10a	M-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
				TODAY SHOW II											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1			\$900.00			0.00			
E 29	KSNV	08/27/12	08/27/12	M-F Today Show III 4th Hour	CM	10am-11am	M-----	:30	2	\$450.00	1	0.00	NM	2	\$900.00
				TODAY SHOW III											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		2			\$450.00			0.00			
E 30	KSNV	08/27/12	08/27/12	Rachael Ray	CM	11am-12pm	M-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
				RACHEL RAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		2			\$325.00			0.00			
E 31	KSNV	08/27/12	08/27/12	Noon News	CM	12-1230pm	M-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1			\$425.00			0.00			
E 32	KSNV	08/27/12	08/27/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1			\$700.00			0.00			
E 33	KSNV	08/27/12	08/27/12	M-F Early News	CM	5-630p	M-----	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		2			\$1,200.00			0.00			
E 34	KSNV	08/27/12	08/27/12	M-F Jeop/Wheel	CM	630-730pm	M-----	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
				JEOPARDY/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		2			\$1,300.00			0.00			
E 35	KSNV	08/27/12	08/27/12	Face to Face w/ Ralston	CM	730-758pm	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
				FACE TO FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1			\$1,000.00			0.00			
E 36	KSNV	08/27/12	08/27/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		2			\$1,100.00			0.00			
E 37	KSNV	08/27/12	08/27/12		CM	1135p-1237a	M-----	:30	2	\$750.00	1	0.00	NM	2	\$1,500.00

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Estimate: 548

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				The Tonight Show											
				Tonight Show											
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	M- - - - -	2		\$750.00		0.00						
													Totals	117	\$107,125.00